

**RJ REYNOLDS**  
TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #160600	CC:	162302
	MR. B. DONAHUE DONAHUE TOBACCO CO.	CC:	
FAX #:	(518) 792-1746		

PARTNERS PROMOTION REPORTING: DOR\_SEPT\_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	45
25469	6M		DORAL MEN LT 100	2	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	2	1 (ONE CTN)	

PRODUCT PO # 081798

DISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$2,027.11	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
41	NO. OF DISPLAYS ON CUSTOMER LIST
\$84.00	PACKING PAYMENT (\$14.00 X 6 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
4	NUMBER OF EXTRA DISPLAYS

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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BPEN55BZ

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 8  
 DATE: 98-07-07  
 TIME: 01:05 PM

WHOLESLER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>  
 TEMPLATE : 001271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	177009	JACOB & TONEY'S IGA	157 MAIN ST	WARRENSBURG	NY	12885	5			(518)623-3850	
162302	162321	566187	MINOQUE'S BEVERAGE	16 WEST AVE	SARATOGA SPRIN	NY	12866	4	1126-0000	CIG	(518)584-1160	
162302	162321	566189	MINOQUE'S BEVERAGE	ROUTE 9	WILTON	NY	12866	4	1126-0000	CIG	(518)587-2476	
162302	162320	177011	BOB'S VARIETY	47 SOUTH STREET	GLENS FALLS	NY	12801	4			(518)792-9891	
162302	162320	566184	MINOQUE'S BEVERAGE	AVIATION ROAD	QUEENSBURY	NY	12804	4	1126-0000	CIG	(518)793-5159	
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1			(518)632-5291	
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1			(518)798-4781	
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	3			(518)792-3110	
162302	162320	711841	ANCHOR BEVERAGE	228 SARATOGA RD	S GLENS FALLS	NY	12803	1			(518)793-7288	
162302	162320	737866	HUDSON MART	346 MAIN ST	HUDSON FALLS	NY	12839	1			(518)747-0100	
162302	162320	804492	RAMSEY'S	107 MAIN ST	QUEENSBURY	NY	12804	1			(518)798-6614	
162302	162320	820891	SK PETROLEUM GETTY	28 MAIN ST	QUEENSBURY	NY	12804	1			(518)745-8201	
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	3			(518)899-6271	
162304	162321	713344	WASH N DRY LAUNDRY	92 MAIN ST	CORINTH	NY	12822	4			CIG (518)654-6043	
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1			(518)436-0484	
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	2			(518)274-1521	
162306	162326	724750	CPF SUNOCO VALATIE	3360 ROUTE 9	VALATIE	NY	12184	1			(518)784-3314	

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 41

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 41

51845 7660

# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

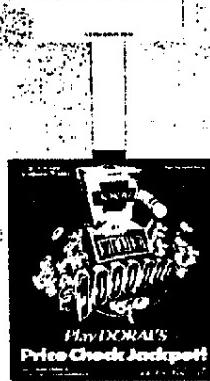
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

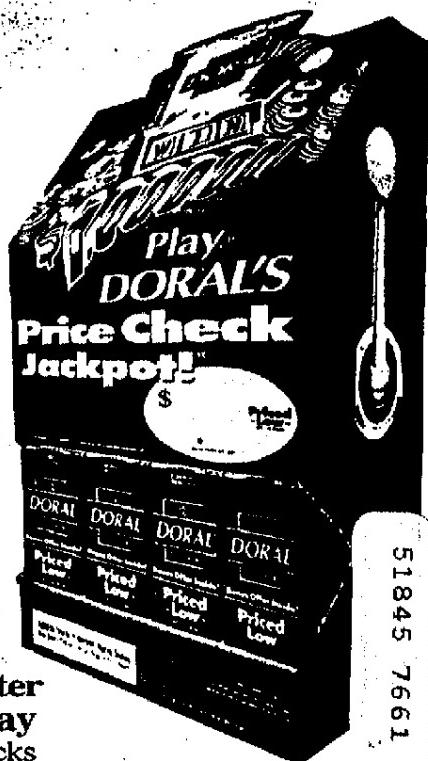
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card  
w/Entry Forms



Wobbler



Counter  
Display  
(40 packs  
per display)

Additional Support Pieces:\*

Pack Outlet

Small Paster

Cigarette/Tobacco Store Outlet

Large Paster

Banner

Standee

51845 7661